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**NO-MUSS, NO-FUSS SURVEYS PLUS STATISTICS
AVAILABLE THROUGH UDRI**

DAYTON, Ohio — Imagine surveying your customers without postage or printing costs, without envelopes to stuff and without sweating over compiling the statistical results.

The Web Development Center at the University of Dayton Research Institute has acquired a one-year license for Survey Tracker, a Web-based software package that allows its staff members to set up and administer online surveys. Potential respondents are reached via e-mail and directed to a Web site where they complete the survey and submit it electronically. The software automatically compiles statistical results.

"It's all done on the Web," said Clancy Cross, director of the Web Development Center. "But if you have a comprehensive client mailing list rather than e-mail addresses, you could reach your respondents by mail to direct them to the Web survey." The software can be used by off-campus companies to gather customer-satisfaction information or research market factors, for example, he said.

On campus, the software will help researchers gather data for academic studies. An engineering management student is readying an online survey of managers to find out how they accommodate and keep their top-notch, irreplaceable employees.

The software will also let academic departments at UD use the Internet to seek information to support the research, teaching and service activities of faculty members and students.

Patrick J. Sweeney is chair and professor of engineering management and systems, which funded the project to acquire Survey Tracker. "It's going to give us instant contact with the more than 1,000 alumni of the department when we want to seek their advice," Sweeney said. "The average experience in the field for our graduates is 20 years. That's a tremendous amount of worldwide experience for us to call upon. So if we're debating about offering a course, we can have them evaluate how useful it would be for students or what the latest state-of-the-art is."

For more information, call Clancy Cross at (937) 229-3273 or visit the Web Development Center online at <http://www.udri.udayton.edu/WebCenter/>.

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For media interviews, contact Clancy Cross at (937) 229-3273 or via e-mail at cross@udri.udayton.edu and Patrick Sweeney at (937) 229-2238 or via e-mail at psweeney@engr.udayton.edu.